

THE GOOD & THE AD INITIATIVE

POWERED BY LESSING-FLYNN

WHO

Lessing-Flynn (LF), Iowa's longest standing advertising agency, to provide \$25,000 in pro-bono marketing services to support the marketing and communications efforts of a local non-profit organization.

WHY

Many non-profit organizations lack the funds and resources needed to tell their story effectively. LF would like to partner with one of these organizations and provide the tools and talent needed to share their story in a powerful way.

WHAT

LF will select a winner based on the opportunities for creativity and impact with the organization. After an initial kickoff meeting with both teams, LF will develop a proposal for how to spend the funds and, after approval by both teams, begin work on the services chosen.

Please note that hard costs are not included in the \$25,000 (printing, hardware, advertising, web development, etc.).

THE WHEN

Applications are open **February 9 – March 9, 2018**. Finalists will be notified by March 16 and invited for a meeting with LF between March 19 – 30. Winner will be notified by April 4 and all work must be completed by December 31, 2018.

COMPLETE YOUR APPLICATION

Contact Laura at Laura@lessingflynn.com for questions.

LF SERVICES:

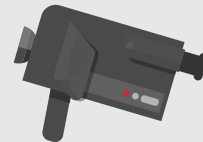
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MARKETING STRATEGY



CREATIVE STRATEGY



VIDEO



CREATIVE



ADVERTISING



PR

